

**Abstract**

Redundancy of data recorded on a CD is lowered. For example, a bit pattern of coupling bits to be recorded on CD is determined in accordance with sub data. The coupling bits whose bit pattern is determined in this manner are inserted in recorded/encoded audio data (and subcodes) at predetermined positions. A code string obtained in this manner is recorded on a recording medium. The sub data can therefore be recorded by embedding it in the coupling bits which are essentially not related to data.

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